Permit #F00022867

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00022867 **Type of Permit:** FILMING **Release Date:** 12/08/2009

Production Company MEDIA ARTS LAB

Insured Company Name MEDIA ARTS LAB
Contact Phone No. 1 310-305-4382
Contact Phone No. 2
Fax
Address 12539 Beatrice St
Los Angeles, California 90066

Production Title APPLE

Type of Production Commercial - Standard

Producer Erica Bice

Director NA NA

1st AD NA NA

Production Manager NA NA

FilmL.A. Coordinator Hans Groszkruger

Location Manager Larry Kelly
Primary Phone Mobile - 818-620-4155
Secondary Phone Office - 310-305-4382

Location Assistant NA NA
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $710.00

Number of Locations 4

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Summary Information — Location

Permit Number F00022867
Production Company MEDIA ARTS LAB
Insured Company MEDIA ARTS LAB
Production Title APPLE

Location Manager Larry Kelly
Primary Phone Mobile - 818-620-4155
Secondary Phone Office - 310-305-4382

Location Address 10 Frwy, 110 Frwy, 101 Frwy, Alameda Inclusive (Excluding Freeways), Los Angeles, CA, 90071

Location Names DOWNTOWN GRID

Location Type Street

Location Description Downtown Grid

Film Dates 12/9/2009 - 12/9/2009 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Equipment on Location

Type	Quantity
Cast/Crew vehicles	2

Personnel on Location

Type	Quantity
Crew	8
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Equipment on sidewalk only.; Exterior establishing shots; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes Must Comply with Attached Downtown Conditions

Coordinator Note TRAFFIC CONTROL IS SINGLE DIRECTION ONLY

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Summary Information — Location

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Production Company MEDIA ARTS LAB
Insured Company MEDIA ARTS LAB
Production Title APPLE

Location Manager Larry Kelly
Primary Phone Mobile - 818-620-4155
Secondary Phone Office - 310-305-4382

Location Address Vermont Ave, Franklin Ave, La Brea Ave, Beverly Blvd inclusive excluding city of West Hollywood, Los Angeles, CA, 90038

Location Names

Location Type Driving grid

Location Description

Film Dates 12/9/2009 - 12/9/2009 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Equipment on Location

Type	Quantity
Cast/Crew vehicles	2

Personnel on Location

Type	Quantity
Crew	8
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Equipment on sidewalk only.; Exterior establishing shots; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard;

Jurisdiction **Political:** Multiple Jurisdictions **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note TRAFFIC CONTROL IS SINGLE DIRECTION ONLY

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Summary Information — Location

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Production Company MEDIA ARTS LAB
Insured Company MEDIA ARTS LAB
Production Title APPLE

Location Manager Larry Kelly
Primary Phone Mobile - 818-620-4155
Secondary Phone Office - 310-305-4382

Location Address Westwood Blvd & Lindbrook Dr, Los Angeles, CA, 90024

Location Names

Location Type Intersection

Location Description

Film Dates 12/9/2009 - 12/9/2009 14:00 - 18:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached document Westwood Village July 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	2

Personnel on Location

Type	Quantity
Crew	8
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Equipment on sidewalk only.; Exterior establishing shots; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard;

Jurisdiction **Political:** Los Angeles City - Council District 10 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note TRAFFIC CONTROL IS SINGLE DIRECTION ONLY

Coordinator Note NO INTERFERENCE WITH PERMITTED EVENTS

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Summary Information — Location

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Production Title APPLE

Location Manager Larry Kelly
Primary Phone Mobile - 818-620-4155
Secondary Phone Office - 310-305-4382

Location Address BROXTON AV, WEYBURN AV-KINROSS AV, WESTWOOD, CA, 90095

Location Names

Location Type Street

Location Description

Film Dates 12/9/2009 - 12/9/2009 14:00 - 18:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Equipment on Location

Type	Quantity
Cast/Crew vehicles	2

Personnel on Location

Type	Quantity
Crew	8
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Equipment on sidewalk only.; Exterior establishing shots; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note TRAFFIC CONTROL IS SINGLE DIRECTION ONLY

Coordinator Note NO INTERFERENCE WITH PERMITTED EVENTS

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

NOT A PERMIT

CONDITIONS FOR EVENTS
INVOLVING USE OF THE PUBLIC RIGHT OF WAY
IN THE WESTWOOD VILLAGE BUSINESS DISTRICT

The Special Conditions described below will be included in the terms and conditions of permits issued for special events in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

Westwood Village is one of the most active and densely populated business/residential districts in the Los Angeles area. The Village is adjacent to a world-renowned teaching hospital (UCLA Medical Center), the largest college campus in the UC system (UCLA), and is comprised of numerous movie theaters and restaurants, hundreds of small merchants, large office buildings and residential apartments. In addition, Westwood Village is host to a number of other events and activities. To better facilitate and coordinate these various endeavors, any and all events that affect the public right of way (traffic flow, pedestrian access, parking, etc.) or utilize public areas in the Westwood Village Business District must obtain an event permit from FilmL.A. The following conditions for obtaining this permit have been created so that established businesses and planned events in the Westwood area can be carefully coordinated and perform in a cooperative manner. These Conditions apply to the area of Westwood approximately bordered by Gayley Avenue, Le Conte Avenue, Hilgard Avenue and Wilshire Boulevard.

- **Any event that involves use of public property or affects the public right of way requires a City of Los Angeles, Board of Public Works issued Event Permit.** *The Event Permit will be coordinated by FilmL.A. in accordance with any and all applicable Municipal Ordinances and established policies.*

- **Event organizers must contact FilmL.A. a minimum of 10 working days prior to the first day of any activity** t*o allow sufficient time to coordinate all activities.*

- **FilmL.A. will evaluate all requests for Event permits in Westwood using the following criteria:** size of the *Event, areas requested, duration of Event, parking needs, impact upon surrounding community, times and days of the week, times of the year and the number of recent events.* ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT FilmL.A. REVIEW.***

- **Event organizers must submit to FilmL.A., as soon as practicable, an application with all activities associated with the Event.** *The application must include, but is not limited to, location(s) of the Event(s), route(s) of travel, movement of participants, staging or construction area(s), pre and/or post party area(s) and parking of equipment, crew & participants.*

- **Signature surveys of affected merchants/businesses/residents may be required, as determined by FilmL.A., for traffic lane closures, priority parking, late night or early morning activities, events having more than one days duration, or for events that impact a significant number of merchants/businesses.**

- **Affected residents/merchants/businesses within 500 feet of any activity associated with an Event must be notified at least five (5) days in advance of the first day of the Event or of any substantial preparation, as determined by FilmL.A.**

- **Unless approved by FilmL.A., events should not be scheduled on the following holidays:** ***Valentine's Day, Mother's Day, Father's Day, Easter Day*** and ***Thanksgiving Day*** and the day prior to Valentine's Day, Mother's Day, Father's Day and Easter.

- **During the Holiday Season, which will include the two weeks prior to Christmas and the week between Christmas and New Years,** events which will have a significant impact on the public right of way, i.e. vehicular traffic, pedestrian access and merchant activity, will require additional coordination to mitigate any impacts on business activity.

- **At least one FilmL.A. monitor will be assigned for all activities related to the Event (prep, strike & event day) to encourage compliance with the permit and conditions.** The monitor(s) will arrive at the designated location 1 hour prior to the permit start time to ensure proper arrival time, remain during all Event related activities and ensure proper departure time.

- **All self-generated trash must be removed from location. Trash receptacles must be provided.**

FILMLA NOT A PERMIT